FSC-28-A	2/20/95	TO: ROM
SUBJECT:	Full Year 1994 Direct Account Business Review	

DISTRIBUTION:

X	AVP	X	CAM	___	ELM
X	RM	X	Reg.Mil.Mgr.	___	MIL
X	RBM	___	Reg.DF Mgr.	___	DF
X	ROM	___	DM	___	REP

As information, the 1994 Direct Account Business Review is now available in S.I.S. The report has been altered to provide a more current presentation format to include the results of the May - October Focus Program. Please ensure this is communicated to all managers with direct account responsibility.

You should refer to the attached report facsimile (Example 1) and updated line item explanations (Example II) for understanding of the new report format. (Example I, II attached)

Access/Print Procedure

- SIS Main Menu: X Business Information
- Business Information Functions: X Direct Account Related Functions
- Direct Account Printed Report
- Direct Account Functions: X Direct Account Business Review
- Select: 1994 Business Review

Review the on-screen instructions to submit the report, and input the desired account number indicating if that account is at the Parent, Paying, or Ship-to level.

You may submit the process to print the full page Business Review for the account(s) selected which includes the account index, or select the Account Index only.

R. J. REYNOLDS TOBACCO COMPANY

Attachments

51850 6861

Source: https://www.industrydocuments.ucsf.edu/docs/gzvy0000

Example I

R. J. Reynolds Tobacco Company
1994 Direct Account Business Review

① Ship To Account: 5442910
Paying: 4258510 Parent: 4258510
U. S. Wholesale Co.

RJR Bus

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Source: https://www.industrydocuments.ucsf.edu/docs/gzvy0000

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Year 1994 Category Mi

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Source: https://www.industrydocuments.ucsf.edu/docs/gzvy0000

Anywhere, USA	Dollar Volume (Net)	$11,091,059	
	Full Price Case Vol	10,341	53%
	Brand Sav. Case Vol	2,181	11%
	RJR PL/BW Case Vol	6,888	36%
	Total (12M) Case Vol	19,410	

	RJR Incentive Programs Year 1994	Actual Payments
	Focus Program	64,858
②	Sales Information Program (0.01/Ctn)	12,863
③	Performance Incentive Program	11,822
	Electronic Funds Transf Disc	49,404
	Cash/Anticipation Discount	372,568
	Forsyth Tobcco Product Payments	35,641
	New Brand Introduction Allowance	360
	New Brand Distribution Incentive	2,055
	Buy X Get X Gree Handling Allowance	3,708
④	Distributor Assist Payments	10,761
	Temporary Promo Payments	66,338
	Hand Stamping Allowance	1,865
	Return Goods Handling Allowance	4,882
	Grand Total	$637,126

⑤ RJR Incentive Dollars As % Of Net Dollar Purchases 5.74%
(Includes Eft and Cash/Anticipation Discount)

⑥

1994 Focus Recap (Ship To)
Program Period: May - October
Plan A Participant

RJR Beginning SOM.....28.2%
RJR Ending SOM.....28.6%
Difference SOM..... 0.4%

	RJR Cartons Sold	Rate	Payment	Category Mix
Full Price	341,258	$0.12	$40,950.96	$53%
Savings	298,840	$0.08	$23,907.20	47%
Totals	640,098		$64,858.16	

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Source: https://www.industrydocuments.ucsf.edu/docs/gzvy0000

1994 Direct Account Business Review

Report Explanation (Reference Example I)

Listed below is an explanation of new line item payment descriptions.

- Ship-to, Parent, Paying Account Numbers
  -Specific account data, also indicated are Parent, Paying, Ship-to account relationship

  If a Parent or Paying Account designation is used, all subordinate account(s) information will be included.

- Sales Information Program ($0.01/ctn)
  -Original A.I.M., penny-per-industry carton, payment for sales information to the initially participating customers

- Performance Incentive Program
  -The "Winners Program" replacement: January - April which paid either $2.00 or $1.00 per case.

- Temporary Promo. Payments
  -Payments made to direct accounts to cover promotional product buy-downs, VPR's, etc.

- RJR Incentive Dollars as % of Net Dollar Purchases
  -Calculation to illustrate an estimated rate of return on purchases

  Note: Keep in mind that this percentage includes potential buy-downs, which may not truly affect the bottom line profit.

- Focus Recap

  -Focus Program results as indicated from the Focus Account Maintenance Screen in S.I.S.
  (No late payment adjustments will be reflected)

  Note: Line item amounts will be shown only if applicable to the individual account.

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Source: https://www.industrydocuments.ucsf.edu/docs/gzvy0000